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Floriculture Crops – 2010 Summary

The following floriculture statistics were compiled from interviews of all known growers of floriculture crops in New Jersey. Growers must have annual gross sales exceeding \$10,000 of all floriculture crops to be included in the state tabulations. Individual crop details, including quantity sold, price, and value, are summarized only from growers whose gross sales of floriculture crops are above \$100,000.

Value of Production: New Jersey ranked eighth in the nation in expanded wholesale value of floriculture crops with a value of \$178 million. The total crop wholesale value for all New Jersey growers with \$100,000 or more in sales was estimated at \$170 million up 7 percent from \$158 million in 2009. These operations, which comprised 45 percent of all growers, accounted for 95 percent of the total value of floriculture crops. The expanded wholesale value of floriculture crops in the 15 major producing states totaled \$4.13 billion for 2010, compared with \$4.00 billion for 2009.

New Jersey's total bedding and garden plants sales, the largest contributor to total value of sales for growers with \$100,000 or more in sales, were \$110 million, an increase of 3 percent from a year earlier. Potted flowering plants were up 10 percent in value to \$22.7 million. The value of cut flowers increased by 9 percent to \$12.4 million.

Number of Producers: The number of producers with sales over \$10,000 in New Jersey totaled 339 in 2010, a decline of 2 percent when compared with 346 in 2009. This followed the national trend of a 7 percent decline. The number of growers in New Jersey with sales of \$100,000 or more decreased from 160 growers in 2009 to 154 growers in 2010.

Production Area: Total covered area for floriculture crop production in the Garden State in 2010 was 19.8 million square feet. Greenhouse space in New Jersey accounted for 99 percent of the total covered area with 19.5 million square feet. Film plastic structures totaled 14.3 million square feet, glass greenhouses totaled 4.4 million square feet, fiberglass and other rigid plastic covers totaled 826 thousand square feet, and shade and temporary cover totaled 250 thousand square feet. Open ground usage totaled 2,507 acres.

Hired Workers: The 15 major producing states had 6,126 floriculture operations, and 4,826 of these operations hired workers. The average peak number of workers hired during the year was 18.3 workers. Operations with sales of \$100,000 to \$499,999 hired an average peak number of 9.9 workers, while operations with \$500,000 or more sales hired an average of 58.2 workers.

The *Floriculture Crops: 2010 Summary* can be found at www.nass.usda.gov/.

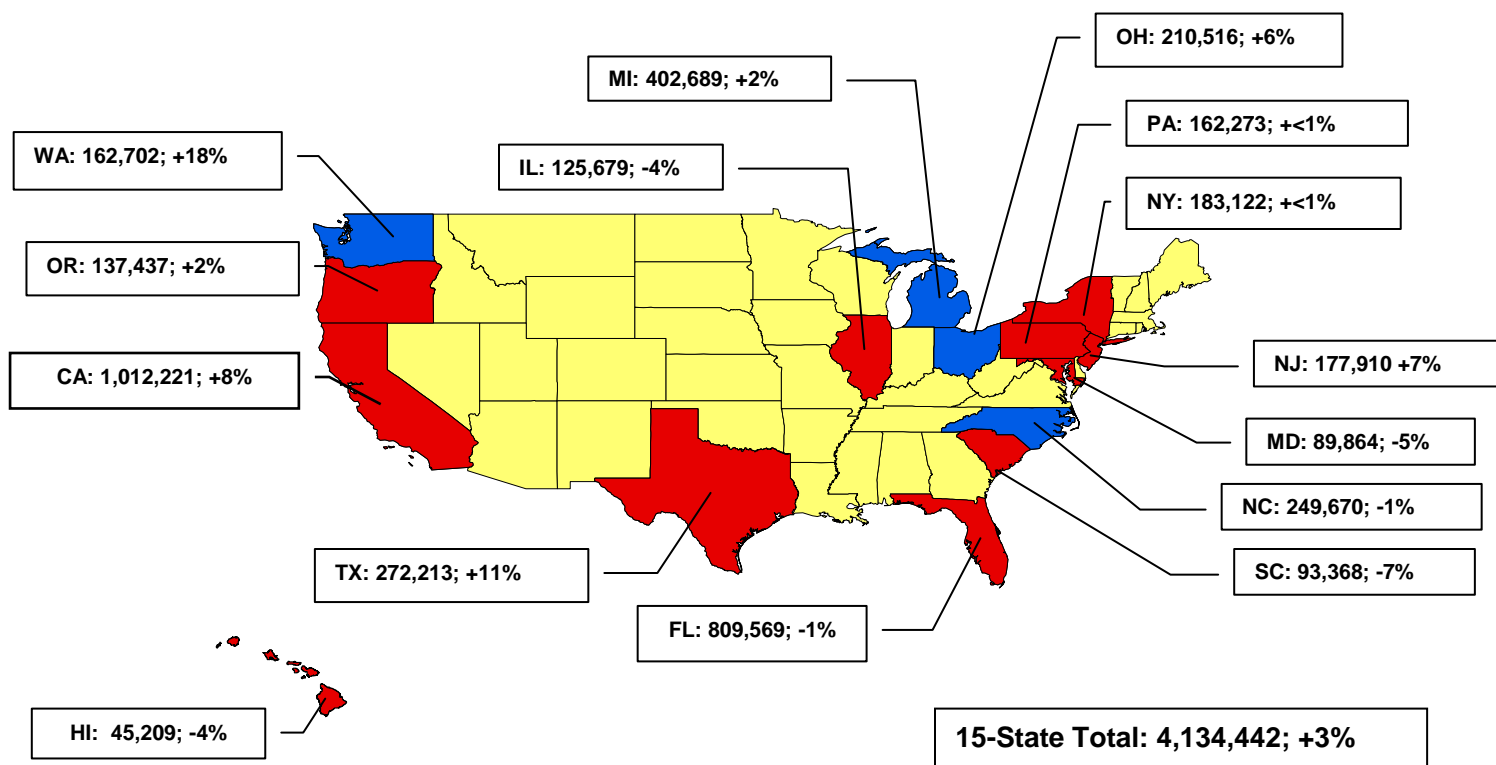


Number of Floriculture Producers: Ranked by Expanded Wholesale Value for States with \$10,000+ Sales, 2009-2010

| State | All Producers | | Expanded Wholesale Value ¹ | | Ranking |
|------------------------|---------------|------------|---------------------------------------|----------------|----------|
| | 2009 | 2010 | 2009 | 2010 | |
| | Number | | 1,000 Dollars | | |
| California | 766 | 696 | 936,689 | 1,012,221 | 1 |
| Florida | 811 | 758 | 814,895 | 809,569 | 2 |
| Michigan | 684 | 625 | 394,145 | 402,689 | 3 |
| Texas | 288 | 276 | 244,478 | 272,213 | 4 |
| North Carolina | 298 | 271 | 252,570 | 249,670 | 5 |
| Ohio | 524 | 501 | 199,112 | 210,516 | 6 |
| New York | 712 | 657 | 182,586 | 183,122 | 7 |
| New Jersey | 346 | 339 | 166,935 | 177,910 | 8 |
| Washington | 242 | 220 | 138,368 | 162,702 | 9 |
| Pennsylvania | 743 | 711 | 161,483 | 162,273 | 10 |
| Oregon | 273 | 250 | 135,210 | 137,437 | 11 |
| Illinois | 281 | 255 | 130,577 | 125,679 | 12 |
| South Carolina | 98 | 87 | 100,295 | 93,368 | 13 |
| Maryland | 191 | 174 | 94,344 | 89,864 | 14 |
| Hawaii | 304 | 306 | 46,889 | 45,209 | 15 |
| Total 15-State Program | 6,561 | 6,126 | 3,998,576 | 4,134,442 | |

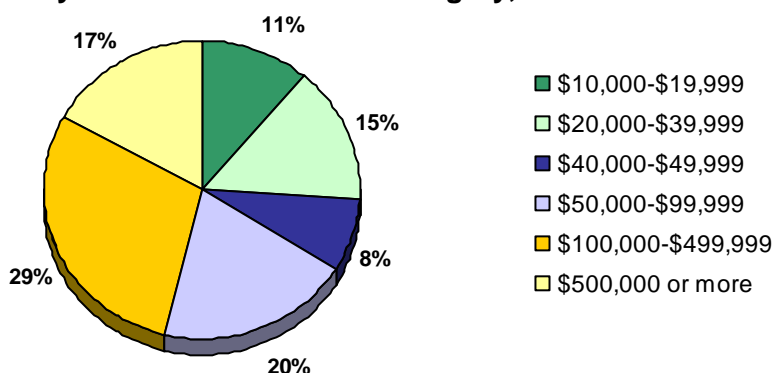
¹Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of the sales range.

Expanded Wholesale Values^{1,2} for 2010 and Percent Change from Last Year for the 15 States



¹Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of the sales range. ²Values in thousands of dollars.

**New Jersey Percent of Floriculture Growers
by Gross Value of Sales Category, 2010**



Floriculture Crops: Wholesale Value of Sales by Category, for Selected States, for Operations with \$100,000+ Sales, 2010

| Category | Maryland | New Jersey | New York | North Carolina | Pennsylvania | South Carolina |
|--|----------|------------|----------|----------------|--------------|----------------|
| <i>1,000 Dollars</i> | | | | | | |
| Cut Flowers | * | 12,407 | 1,918 | * | * | * |
| Potted Flowering Plants | * | 22,709 | 40,212 | 35,403 | 29,648 | 11,314 |
| Foliage Plants for Indoor or Outdoor Patio Use | 848 | 1,947 | 2,630 | 16,056 | 2,624 | 1,365 |
| Total Bedding/Garden Plants* | 76,428 | 110,464 | 103,009 | 184,078 | 75,384 | 77,668 |
| Annual Bedding/Garden Plants | 55,630 | 63,572 | 78,736 | 140,112 | * | 7,461 |
| Herbaceous Perennial Plants | 20,798 | 46,892 | 24,273 | 43,966 | * | 70,207 |
| Cut Cultivated Greens | - | * | 68 | * | * | * |
| Propagative Materials | 3,350 | 22,329 | 16,505 | 3,497 | 23,489 | * |
| Total Wholesale Value of Reported Crops¹ | 80,626 | 169,856 | 164,342 | 239,034 | 131,145 | 90,347 |

Data not available to avoid disclosure of individual operations. ¹ Totals exclude Plant Category values denoted by asterisks (). - Represents zero.

New Jersey Floriculture Crops: Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 2004-2010

| - Represents zero. Category | Year | | | | | | |
|--|----------------------|---------|---------|---------|---------|---------|---------|
| | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| | <i>1,000 Dollars</i> | | | | | | |
| Cut Flowers | 8,803 | 11,009 | 10,269 | 12,704 | 13,300 | 11,390 | 12,407 |
| Potted Flowering Plants | 26,276 | 28,614 | 29,052 | 27,168 | 23,324 | 20,665 | 22,709 |
| Foliage Plants for Indoor or Outdoor Patio Use | 3,813 | 2,897 | 2,557 | 1,694 | * | 2,158 | 1,947 |
| Total Bedding/Garden Plants | 89,181 | 94,926 | 101,322 | 111,818 | 109,295 | 107,391 | 110,464 |
| Annual Bedding/Garden Plants | 52,985 | 59,143 | 59,121 | 67,504 | 64,950 | 62,294 | 63,572 |
| Herbaceous Perennial Plants | 36,196 | 35,783 | 42,201 | 44,314 | 44,345 | 45,097 | 46,892 |
| Cut Cultivated Greens | 9 | * | * | * | * | * | * |
| Propagative Materials | 11,001 | 13,463 | 11,143 | 22,708 | 22,665 | 16,591 | 22,329 |
| Total Wholesale Value of Reported Crops¹ | 139,083 | 150,909 | 154,343 | 176,092 | 170,470 | 158,195 | 169,856 |

Data not available to avoid disclosure of individual operations. ¹ Totals exclude Plant Category values denoted by asterisks ().

New Jersey Floriculture: Selected Crops and State Totals, 2009 – 2010

| Plant Type | Units for quantity sold | Operations with \$100,000+ Sales | | | | | |
|--|-------------------------|----------------------------------|------|--------------------|-------|---------------------------------------|---------|
| | | Growers | | Quantity Sold | | Wholesale Value of Sales ¹ | |
| | | 2009 | 2010 | 2009 | 2010 | 2009 | 2010 |
| | | <i>Number</i> | | <i>1,000 Units</i> | | <i>1,000 Dollars</i> | |
| Bedding/Garden Plants, Total² | | * | * | * | * | 107,391 | 110,464 |
| Annuals | | * | * | * | * | 62,294 | 63,572 |
| Hanging Baskets, Geraniums (Cuttings) | Baskets | 70 | 73 | 295 | 204 | 2,242 | 1,656 |
| Hanging Baskets, Impatiens | Baskets | 39 | 46 | 111 | 165 | 726 | 960 |
| Hanging Baskets, New Guinea Impatiens | Baskets | 73 | 77 | 306 | 327 | 2,335 | 2,479 |
| Hanging Baskets, Petunias | Baskets | 54 | 60 | 310 | 265 | 2,117 | 1,815 |
| Impatiens | Flats | 90 | 95 | 624 | 724 | 5,572 | 5,734 |
| Petunias | Flats | 94 | 94 | 361 | 390 | 3,300 | 3,296 |
| Marigolds | Flats | 94 | 95 | 248 | 251 | 2,143 | 1,925 |
| Geraniums (Cuttings) | Pots | 92 | 98 | 2,286 | 2,124 | 4,868 | 4,708 |
| New Guinea Impatiens | Pots | 88 | 92 | 1,321 | 1,270 | 2,179 | 2,066 |
| Pansies/Violas | Pots | 37 | 38 | 545 | 745 | 1,048 | 1,069 |
| Potted Herbaceous Perennials | | * | * | * | * | 45,097 | 46,892 |
| Hardy/Garden Chrysanthemums | Pots | 83 | 90 | 4,566 | 4,872 | 11,799 | 12,361 |
| Hostas | Pots | 61 | 58 | 603 | 477 | 2,573 | 2,075 |
| Other Potted Herbaceous Perennials | Pots | 77 | 70 | 8,281 | 7,842 | 30,725 | 32,456 |
| Flowering Plants, For Indoor Patio Use, Total | | * | * | * | * | 20,665 | 22,709 |
| Lilies, Easter | Pots | 27 | 25 | 255 | 168 | 1,216 | 822 |
| Poinsettias | Pots | 57 | 63 | 1,310 | 1,501 | 6,379 | 7,322 |
| Foliage For Indoor or Patio Use, Total | | * | * | * | * | 2,158 | 1,947 |
| Hanging Baskets, Foliage | Baskets | 11 | 21 | 73 | 103 | 471 | 662 |
| Potted Foliage | Pots | 25 | 13 | * | * | 1,687 | 1,285 |

*Data is not collected. ¹Equivalent wholesale value of all sales. ²Includes annual bedding plants and herbaceous perennials.



We would like to genuinely thank all of our floriculture producers who provided the information for this report. This report is available to everyone because of their voluntary cooperation.

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